

TO: Lauren Steen *LS*
FROM: Linda Schwartz
SUBJECT: Party Zone - Final Topline Results

DATE: August 14, 1997

Attached are final results of the Winter '97 Party Zone program held at Hunter Mountain from 2/7 - 3/8. Detailed profile information (age, gender, flavor and regular brand, etc.) is reported for all names generated as well as new names to the database. Results are as of the 7/30 database update.

Topline Results Summary:

Name Quality

- Winter Party Zone generated 2,699 smoker records.
- Of total names generated, 2,590 (96%) were keyed and loaded to the database.
- 89% of the names loaded (or 2,315 smoker records) were one-time, individual responders, i.e. PZ yielded 11% in-program duplication.
- 93% (2,158) of the responders loaded to the database were available/qualified i.e. with good address, signature and date of birth. This compares favorably to Winter '96, which resulted in 89% available/qualified.
- 75%, or 1,608, were new to the database, consistent with '96 which yielded 73% new smoker names.

Composition of New Responders

- Consistent with '96 PZ, the majority of smokers were males, 25-34 who smoke non-menthol brands.
- Parliament represented 25% of new names generated, versus 51% for "other PM brands, and 24% for non-PM competitive brands.
- Of PM names generated, 33% were Parliament, 62% were Marlboro and 5% were Slims, Merit and B&H.
- The high number of Marlboro smokers is also consistent with previous PZ initiatives.
- Within the competitive set, Newport consistently outpulled other brands when measured against total names as well as new names to the database.

Should you have any questions regarding the attached, please don't hesitate to call.

cc: M. Waldman
J. Vander Putten

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Parliament '97 Winter Party Zone Program, 97535A
Response Profile
April 28, 1997-updated 7/30

- Total Number of Responses Keyed 2,699
- Total Responses Loaded to Database 2,590
- Total Responders Loaded to Database 2,315
- Total Available/Qualified Responders 2,158

TOTAL NAMES

-Parliament	29%
-Other PM	54%
-Marlboro	88% (1,025)
-V.S.	4% (46)
-Merit	3% (35)
-Other	5% (58)
-Competitive	17%
-Newport	47% (175)
-Camel	22% (81)
-Salem	5% (18)
-Other	26% (96)

TOTAL
625

1,165

368

- Total A/Q New to Database 1,608

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LEO BURNETT

Profile:

	All Responders	New Names Generated			Total New
		Parliament	Other PM	Competitive	
<u>No. Smokers:</u>	2,158	407	822	379	1,068
<u>Gender:</u>					
• Female	42%	45%	40%	35%	
• Male	58%	55%	60%	65%	
<u>Age:</u>					
21-24	28%	40%	30%	31%	
25-34	64%	52%	61%	59%	
35-44	7%	6%	7%	7%	
45-54	1%	0.25%	1%	1%	
55-64	0.2%	-	<1%	1%	
65+	0.2%	1%	<1%	1%	
<u>Flavor:</u>					
• Menthol	15%	Not Avail.	9%	60%	
• Other	85%	100%	91%	40%	
<u>Reported Brand</u>			<u>Brand:</u>	<u>Brand:</u>	
Parliament (29%)	34%	100%	n/a	n/a	
Marlboro	60%		92% (756)		
V.S. (54%)	3%		3% (25)		
Merit	2%		3% (25)		
B&H	1%		2% (16)		
	100%		100%		
Newport	52%			49% (196)	
Camel	22%			25% (95)	
Salem (17%)	6%			5% (19)	
Kool	3%			4% (15)	
Winston	2%			3% (11)	
Other	15%			14% (53)	
	100%			100%	

<u>Frequency of Survey Question Response</u>	<u>Populated</u>	<u>% Populated</u>
-Regular Brand	2,421	90%
-Flavor	2,497	93%
-Tar Level	2,423	90%
-Consideration Set	2,346	87%
-Previous Brand	1,201	44%

